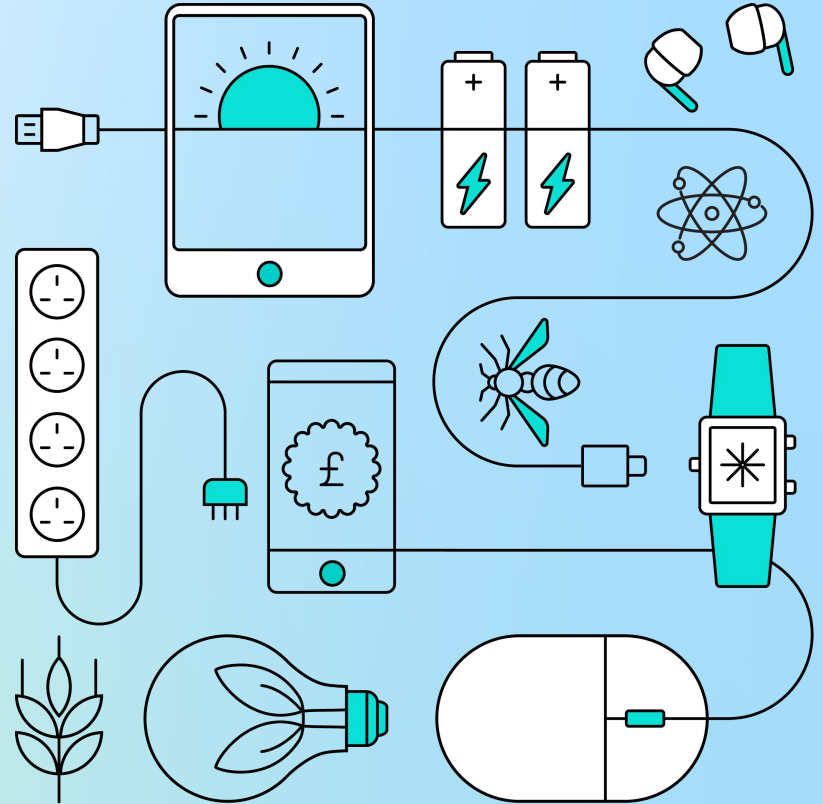




Recycle Your Electricals - 'Stop Battery Fires' campaign

Niamh McBride, Thursday 18th June

APSE: Recycling, Waste and Circular Economy Seminar



**Who is Material
Focus?**

We are an independent, not-for-profit organisation **saving valuable, critical and finite materials from going to waste** by making it easier for everyone across the UK to fix, donate and recycle their electricals. We do this through..

Insights

We identify, produce and share insights to improve the UK e-waste system and inform policy decisions.

Investments

We identify and fund projects that make it easier to reuse and recycle; or that encourage circular design.

Inspiration

We inspire, educate and encourage the UK public to fix, donate, sell and recycle their unwanted electricals through our Recycle Your Electricals campaign.

Insights

**Half a billion
FastTech items
are binned
when they could've
been recycled**



Insights

- UK electricals **product and waste flows**
- **Circular metrics** and measurement
- Consumer **behaviour attitudes**
- Industry **briefing papers**
- Improving Critical Raw Materials **recovery rates**
- **New challenges** - vapes, FastTech and battery fires
- **Cross-sector working** - digital inclusion, batteries, repair vs recycling impacts

Source: [Material Focus](#)



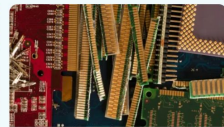
Air pollution impact of battery waste fires



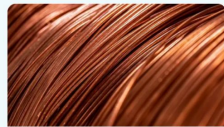
Copper crunch: challenges of copper consumption



UK electrical waste: challenges & opportunities 2023



Recovering critical raw materials from waste electricals



New metrics to drive circularity in UK waste electricals



Business e-waste: Challenges and opportunities



Assessing feasibility of a UK e-waste matching system



Investigating fly-tipping in England



Scaling UK kerbside collections for e-waste



Exploring the potential of an Infrastructure Investment Fund



Mapping UK e-waste flows: key insights



Assessing completed e-waste projects



UK e-waste data trends 2018-2024



UK e-waste briefing 2024



Waste electricals: producer responsibilities and regulations

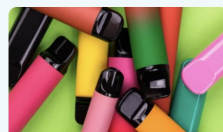


Waste portable batteries: responsibilities and regulations

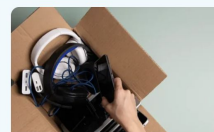
Read all of our Material Focus insights reports [here](#)



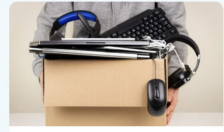
Vapes: for producers, retailers and local authorities



Vapes: for festival and events teams



Retailer take-back: for retailers and distributors



Consumer research: electrical recycling services preferences



Consumer research: encouraging battery recycling



Consumer research: e-waste attitudes and behaviours

Investments

Investments

- **Electricals Recycling Fund** - funding growth and innovation, reuse or recycling projects
- **Circular Electricals Fund** - encouraging circularity through improvements in materials, products and business models
- **Community Recycling Fund** - seed funding of test and learn community projects

Helping over
12 million
more
people



Inspiration



Inspiration

We **inspire, educate and encourage** the UK public to **fix, donate, sell and recycle** their unwanted electricals through our Recycle Your Electricals campaign.



**HUMANS OF
SHEFFIELD**



**You wiiiiill
recycle your
old electricals**



 **recycle
your
electricals**



Social media assets: March '24 Spring Cleaning



Communications toolkit: Cash in your electricals



Social media assets: Never bin batteries



Retailers: take-back – obligations briefing



Social media assets: Battery fire toolkit



Recycle Your Electricals: Hypnocat poster A4



Social media assets: Battery Fire videos – English & Welsh



Recycle Your Electricals: vape posters



Recycle Your Electricals: vape posters – Welsh



Recycle Your Electricals: Battery posters and stickers – Welsh



Recycle Your Electricals: organise a collection toolkit



Schools: International E-Waste Day pack



Recycle Your Electricals: Battery posters and stickers



HypnoCat Welsh Recycle Communications Toolkit (editable)



Communications toolkit: International E-Waste Day 2023



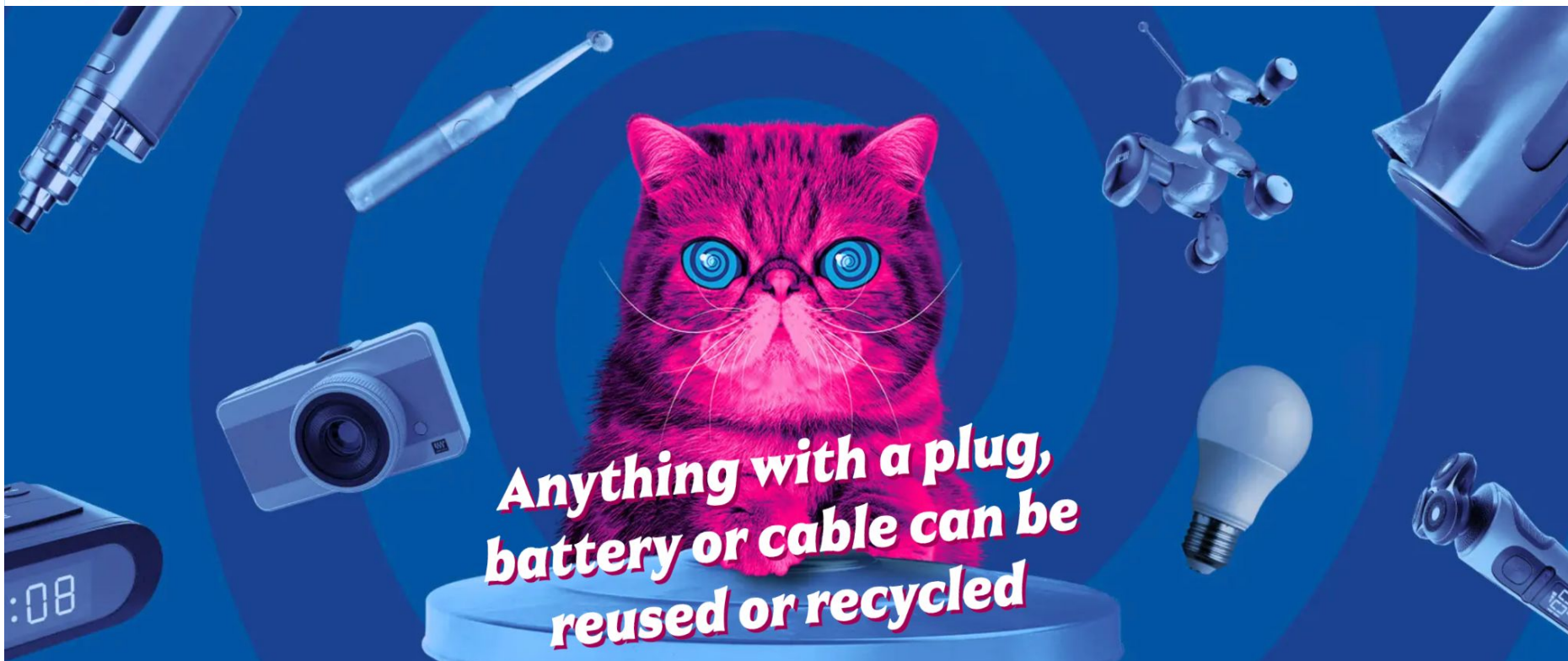
Social media assets: vapes toolkit



HypnoCat Welsh Recycle Communications Toolkit (ready-to-use)



HypnoCat Welsh Donate Communications Toolkit (ready-to-use)



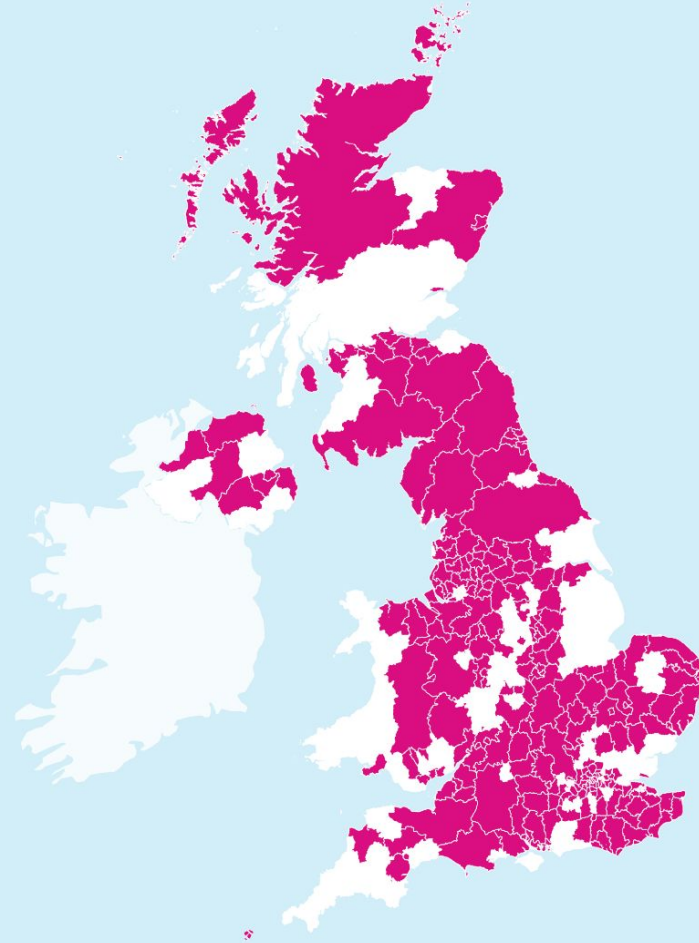
**Anything with a plug,
battery or cable can be
reused or recycled**

Find your nearest donation or recycling point

Enter a UK address or postcode

 **Search**

From Orkney to the Isles of Scilly. Recycle Your Electricals is making it easier to reuse and recycle across the UK





What's the issue?

Discarded electricals are one of the fastest growing sources of waste in the UK and the world.

1.9 million tonnes bought

Electricals bought in the UK



1.0 million tonnes saved

Unwanted electricals sent for reuse & recycling



0.46 million tonnes lost

Electricals thrown away, hoarded or stolen





80% of UK public think
recycling is a good thing

yet **40%** still **bin their electricals**

A mix of barriers hinder reuse and recycling



Awareness



Know how



**Availability of
recycling and
reuse**



Convenience



Social



Trust



Psychological



**Lack of
interest**

'Stop Battery Fires' campaign



Key stats and findings

- Battery fires in bin lorries and waste sites in the UK have reached an all time high
- **Over 1,200 fires caused by batteries** - an increase of 71% from 700 in 2022
- **1.6bn batteries** were thrown away in the last year, **over 3,000 a minute**
- **Over 1.1bn electricals** containing hidden lithium-ion batteries
- **49. 9m loose batteries** binned in the last year

Source: *Material Focus 2024 research*

'Stop Battery Fires' campaign



Coverage examples



Good Morning Britain



BBC Breakfast News



**Ready-to-use
materials &
bespoke assets**

OOH and other content

HUMANS OF BIRMINGHAM

Never bin batteries or electricals

Binned batteries and electricals get crushed in bin and recycling lorries and can spark fires.

Aaaalways recycle them separately from your regular rubbish and recycling.

Search 'recycle your electricals' to find where you can drop them off safely.

Meow.

recycle your electricals

HUMANS OF MANCHESTER

Never bin batteries or electricals

Always recycle them separately. Search 'recycle your electricals' to find where you can drop them off safely.

recycle your electricals

HUMANS OF WALTHAM FOREST

Never bin batteries or electricals

Always recycle them separately. Search 'recycle your electricals' to find where you can drop them off safely.

recycle your electricals

Lorry sides, posters, etc.

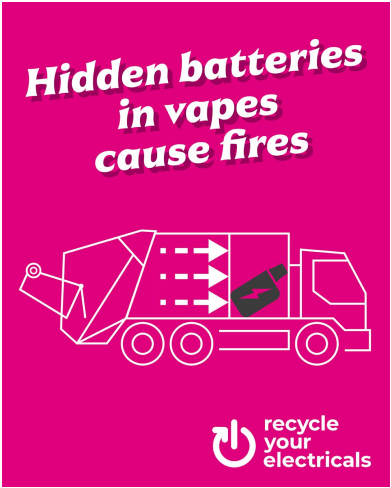


National campaign - Never bin your batteries

Residents urged to never bin batteries or electrical goods after seven fires in refuse lorries in 2024.



Social media assets



PR templates

1. **Template release**

supporting the campaign and highlighting battery fires in your local area

2. **Latest research**

relating to binned batteries and electricals, to bring your story to life

3. **Clear instructions**

for how to **personalise** to your local area

HWRC posters



**AILGYLCHWCH
EICH FÊPS YMA**

Gall batris mewn
fêps achosi tân pan
wedi ei roi yn y bin

**Allwch chi dynnu'r batrï*
o'ch fêp?**

*Rhai fêps y gellir eu haildrydaneddio yn unig.
Peidwch ceisio tynnu'r batrï o fêps untro.

GALLAF: Ailgylichwch y batrï y yn bin batris, a'r fêp mewn bin nwyddau trydan	NA ALLAF: Rhowch y fêp cyfan mewn bin nwyddau trydan
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Diolch am ailgylichu eich fêps yn ddiogel



**RECYCLE.
BATTERIES.
SEPARATELY.**

Damaged batteries
can cause fires

**Can you remove the batteries
from your electricals?**

YES: Put batteries in the batteries bin	NO: Put whole item in the electricals bin
--	--

Thank you for helping prevent a battery fire.



**AILGYLCHWCH.
FATRIS.
AR WAHÂN.**

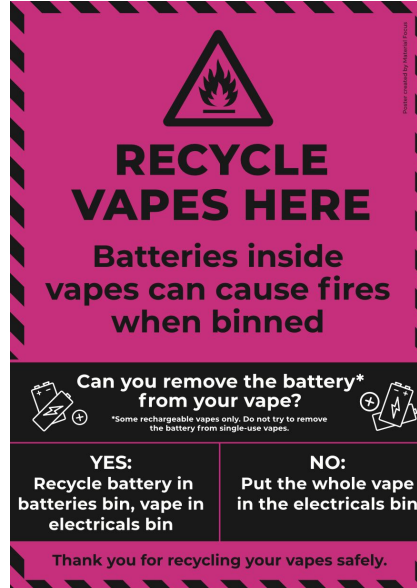
Gall batris wedi'u
difrodi achosi tân

**Ydych chi'n gallu tynnu'r batris
allan o'ch eitemau trydanol?**

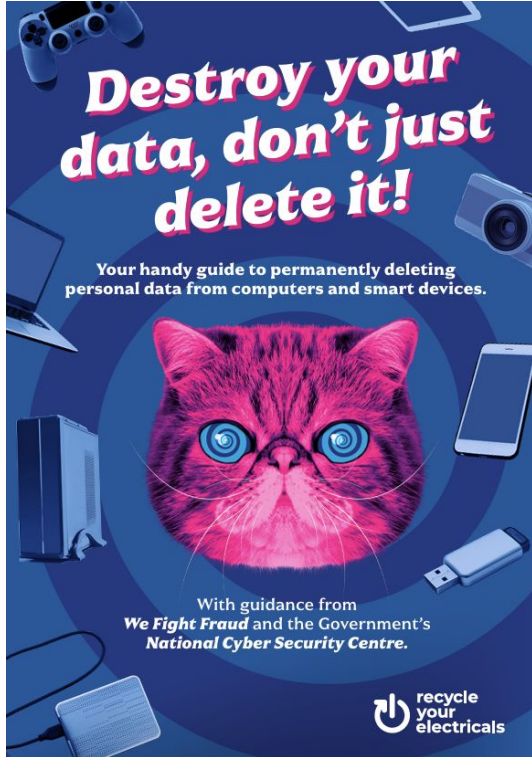
YDW: Rhowch eich batris yn y bin batris	NAC YDW: Rhowch yr eitem gyfan yn y bin eitemau trydanol
--	---

Diolch am helpu i atal tân batrï.

HWRC posters




Don't forget about our Data Deletion Guide



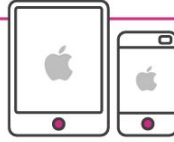
Destroy your data, don't just delete it!

Your handy guide to permanently deleting personal data from computers and smart devices.

With guidance from **We Fight Fraud** and the Government's **National Cyber Security Centre**.

 **recycle your electricals**

How do I permanently delete my data on iPhones and iPads?



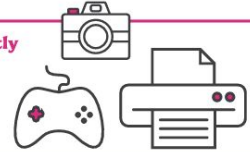
- 1. Back up your device through iCloud**
Plug in your device and connect it to WiFi:
 - > Go to Settings
 - > Apple ID banner
 - > iCloud
 - > iCloud Backup
 - > Back up now(The steps may vary slightly depending on model).
- 2. Sign out of iCloud, iTunes, and the App Store**
Turn off Find My iPhone:
 - > Go to Settings
 - > Apple ID banner
 - > iCloud
- 3. Destroy your data by returning your device to factory settings**
 - > Find My iPhone
 - > Turn it off
 - > Go to Settings
 - > General
 - > Reset
 - > Erase All Content and Settings.
- 4. Complete the process by entering your passcode and remove the SIM card, leaving a blank set-up screen for the next user**
Apple has more detailed information and support [here](#).

How do I permanently delete my data on Windows computers and laptops?



- If you're using a Windows computer older than Windows 8.1, factory reset isn't a guarantee that all the data on your computer will be wiped. For Windows computers older than 8.1, you'll need to use external software.
- The one we recommend is called **Eraser**, and it's free and simple to use.
- For all Windows deletions, back up important files such as documents and photos you want to keep, and transfer them to your new computer through an external hard drive or the Cloud (eg Dropbox).

How do I permanently delete my data on games consoles, cameras, printers, and external hard drives?



- 1. Back up important files** such as documents and photos you want to keep, and transfer them to your computer, to another hard drive or to the Cloud (eg Dropbox).
- 2. Destroy your data** by returning your device to factory settings.
Unfortunately, the factory reset functions on many smart devices vary wildly in how well they destroy your data. It's a good idea to perform a factory reset anyway, and you can find specific advice on how to do so online. Our advice is to only recycle such devices through trusted third party exchanges, as they have specialised tools and software to help ensure your data is securely destroyed. Never trust a factory reset alone to securely delete your information.
- 3. Remove any SD or memory cards** from the device.
Generally, it's a good idea not to sell used storage media such as a memory card with the device itself, so remove it.
- 4. Format external media** such as hard drives or memory cards.
If you're donating, selling or recycling storage media, you can connect it to your laptop and use a program such as Eraser for Windows or Disk Utility for Mac. If you're using Disk Utility, set the security level to most secure when erasing the media, in order to securely destroy the information on there first. Formatting SD cards or other storage media is not a sufficient option to destroy your data. Every smart device has its own quirks on how it uses external storage, and no two are alike. As such, there's no perfect catch-all.

Search **recycle your electricals** to find your nearest recycling point



2025 Battery Fire Survey



Scan the QR code
above to complete
the survey

We need your help!

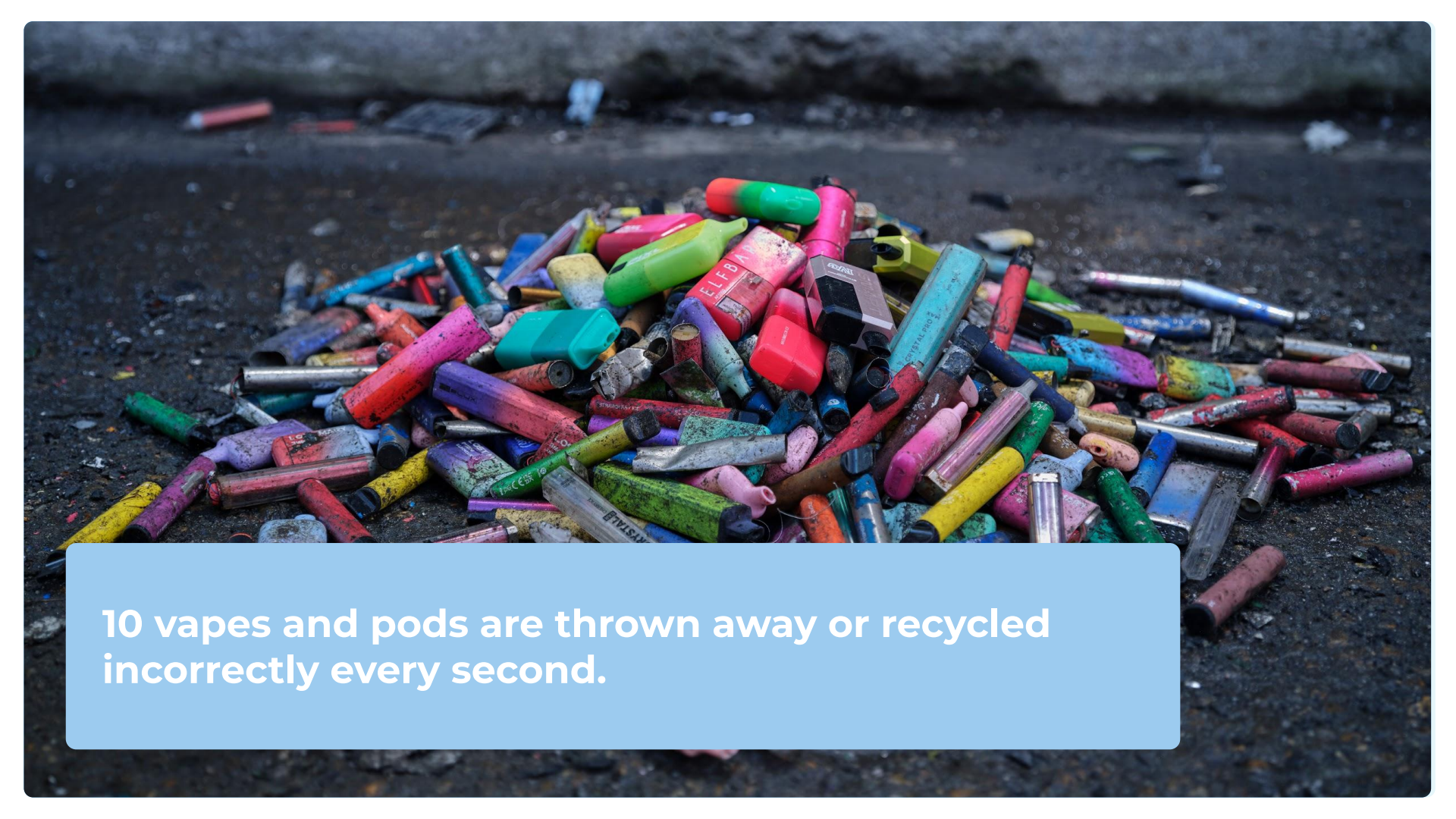
- Local authority battery fire data for 2025
- Fires caused by lithium-ion batteries within electricals
- In general rubbish or recycling collection vehicles, waste transfer stations or recycling centres
- Items like vapes, electric toothbrushes, any portable tech - **anything with a hidden battery**

Battery fires survey

Your input to our 2025 Battery Fire Survey will:

- Contribute to national data and insights
- Support media coverage of the issue
- Help highlight the risks of binning batteries and electricals
- We will combine your figures with others into a national total
- We may need to share data confidentially with media partners for verification, but **we will not report fires at an individual local authority level** without your permission

The vapocalypse

A large pile of discarded, colorful vape pens and pods scattered on a dark, textured surface. The devices are in various colors including red, green, blue, yellow, and purple, and many are broken or crushed. The background is a dark, rough ground with some scattered debris.

10 vapes and pods are thrown away or recycled incorrectly every second.



Vapes facts and figures

- We are **buying 9.4 million** vapes and pods per week.
- We are **binning or incorrectly recycling 6.3 million*** vapes and pods per week.
- *Despite best intentions, many people inadvertently recycle vapes incorrectly eg. in kerbside or household recycling bins.

Source: *Material Focus March 2026 research*



Vapes facts and figures

- That's **10 every second**.
- Hidden batteries inside vapes can **cause fires if damaged or crushed**.
- Littered vapes **harm wildlife, land, and waterways**.
- Rise of **the pods and big puff vapes**.

Source: *Material Focus March 2026 research*

All vapes are recyclable

- The number of vapes thrown away per year could instead be powering nearly **5,000 electric vehicles**

Up to

80%

of material within vapes can be recycled.

Source: *Material Focus March 2026 research*

www.materialfocus.org.uk





Government updates


- Since 1 June 2025, it has been **illegal for businesses to sell or supply single-use vapes.**
- In August 2025, the Government announced the introduction of a **new category of electrical equipment for vapes.**
- This means that there will be **separate collection targets for vapes** from 2026 to ensure that vapes producers pay their fair share for the costs of recycling these products.

Source: Government press releases October 2024 and August 2025

Comms support



In the UK we buy
9 million
vapes and pods
every week



**Hidden batteries
in vapes
cause fires**





HUMANS OF
THE UK

**Don't bin
them, recycle
your vapes**





Almost
80% of consumers
want more information on how
to recycle vapes







**Never bin batteries
or electricals**





**Did you know
vape pods can
be recycled?**





**Did you know?
Vapes and pods
can be recycled**
at the shop you bought them
from!





**Can't see what
you're looking for?**

Bespoke assets

**HUMANS OF
UTTLESFORD**

**Don't bin them,
recycle your old
electricals**

Bag up your small electricals and place them on top of your bin on your usual collection day.

Visit uttlesford.gov.uk/electricals to find out more.

recycle your electricals

Together with

UTTLESFORD DISTRICT COUNCIL

1996 Our Community

The poster is circular with a dark blue background. At the top, it says 'HUMANS OF UTTLESFORD'. The main headline is 'Don't bin them, recycle your old electricals' in large, bold, white and yellow text. Below this, there's a paragraph of text and a URL. At the bottom, there's a logo for 'recycle your electricals' and a smaller logo for 'UTTLESFORD DISTRICT COUNCIL'. A central image shows a ginger cat with blue eyes sitting on a grey bin. Various electrical items like a hairbrush, a toothbrush, a hair straightener, and a digital clock are scattered around the cat and bin.

**HUMANS OF
THE UK**

**Never bin batteries
or electricals**

recycle your electricals

Together with

elwa

The poster is square with a dark blue background. At the top, it says 'HUMANS OF THE UK'. The main headline is 'Never bin batteries or electricals' in large, bold, white and yellow text. Below this, there's a central image of a ginger cat with blue eyes sitting on a grey bin. To the left of the bin, a digital clock is shown with flames coming out of it. To the right, a hair straightener is also shown with flames. At the bottom, there's a logo for 'recycle your electricals' and a smaller logo for 'elwa'. The background features a target-like pattern of concentric circles.

**HUMANS OF
BARNSELY**

**You wiiiiill
recycle your
cables**

Got old or broken cables cluttering up your home?

Join The Great Cable Challenge!

Bag up your old cables and electricals and drop them off here for recycling.

recycle your electricals

The poster is vertical with a dark blue background. At the top, it says 'HUMANS OF BARNSELY'. The main headline is 'You wiiiiill recycle your cables' in large, bold, white and yellow text. Below this, there's a paragraph of text. At the bottom, there's a logo for 'recycle your electricals'. A central image shows a ginger cat with blue eyes holding a ball of tangled black cables. Various electrical items like a mouse, a hair straightener, and a digital clock are scattered around the cat. The background features a target-like pattern of concentric circles.

Next steps

- **Download** our communications toolkit
 - www.materialfocus.org.uk/resources
- **Contact** us with any questions or to let us know if you want to get involved:
 - hello@materialfocus.org.uk



Communications toolkits

Tap the link to sign up or access Material Focus resources to help with your work.

[Register/log-in](#)

The banner features a light blue background with a green-to-white gradient on the left. On the right, there is a stylized illustration of a plant where the stems are electrical cables. The plant has various components: a USB cable, a power plug, a flower, a circuit board, a microchip, and a stack of money with a pound symbol (£). The illustration is composed of simple black and teal lines.

Welcome to your one-stop shop

Here's everything you need to inspire your community, customers or team to get involved in electrical recycling.

Whether you're a **local authority, retailer, producer, charity** or simply a **brand** wanting to play your part, we've got loads of free tools to help you get the job done.

Go ahead.

**Thank you
for listening**

Any questions?



Material Focus is an independent, not-for-profit organisation. We save valuable, critical and finite materials from going to waste by making it easier for everyone across the UK to fix, donate and recycle their electricals.

We lead the 'Recycle your electricals' campaign.



facebook.com/recycleyourelectricals



[@recycleyourelectricals](https://twitter.com/recycleyourelectricals)



[@recycleyourelectricals](https://instagram.com/recycleyourelectricals)



hello@materialfocus.org.uk



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